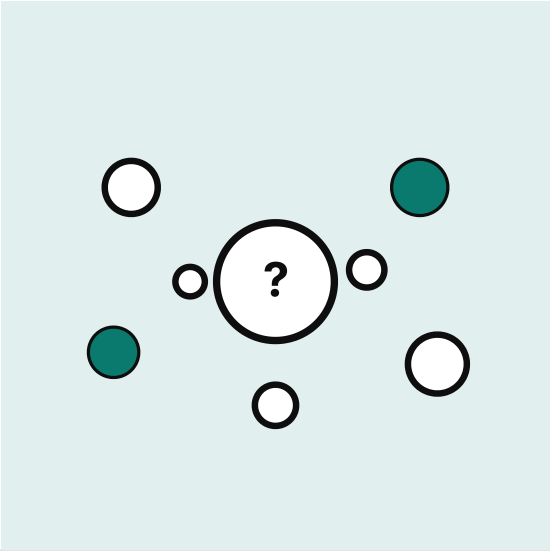
Method

Brainstorming

A group session to generate many ideas about a problem, leaving judgment for later.

In Spanish	Origin	Output
Lluvia de ideas	Osborn (1953)	A long list of ideas about a problem



What it's for

It helps you move past the first idea and explore many before choosing.

Key elements

No judgment
Criticism comes afterward, not during.

Quantity
The more ideas, the more likely a good one turns up.

Build
Combine and improve other people's ideas.

How it's done

1 

Frame the problem as a specific question.

2 

Suggest ideas without criticizing them.

3 

Group and choose once no more ideas come.

Applications in design

When to use it

When you need many options before deciding; better if everyone ideates in silence for a few minutes before sharing.

Avoid

Letting the most senior person speak first.

Don't fall for it

If the group produces few ideas, try brainwriting.

Connections

Used by

- Game design
- Fashion design
- Business design
- Graphic design
- Food design
- Illustration

Related to

- How might we...?
- Morphological analysis
- Brainwriting (6-3-5 method)
- Affinity diagram
- Design by analogy
- Mind map
- SCAMPER
- Six Thinking Hats
- Synectics
- Dot voting

Authors and works

1953	**Alex F. Osborn**	Gave it its name and rules, such as deferring judgment and going for quantity.
1987	**Michael Diehl and Wolfgang Stroebe**	Found that the same people produce more ideas thinking separately and pooling them than in a group, mainly because in a group you have to wait your turn.

Sources

Original sources

- Osborn, A. F. (1953). Applied imagination: Principles and procedures of creative thinking. Scribner.
- Diehl, M., & Stroebe, W. (1987). Productivity loss in brainstorming groups: Toward the solution of a riddle. Journal of Personality and Social Psychology, 53(3), 497–509. View source (https://doi.org/10.1037/0022-3514.53.3.497)

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